

Women in Trades: **Have Your Say** survey

DCS Behavioural Insight Unit

February 2023



Consultation summary

Women in Trades

The NSW Behavioural Insights Unit has partnered with Training Services NSW to increase the number of women in non-traditional trades.

We used the NSW Government Have Your Say platform to run a survey to understand what influences people in recommending a trade apprenticeship or career to women they know.

The survey contained a series of questions and tested several behavioural messages. It was open from 12 Sep to 12 Oct 2022 and received 303 responses.

What you told us

- Most people would recommend a trade career to a woman they know, and/or would consider it themselves.
- Unfair treatment at work is the top barrier to recommending a trades job to women.
- Parents (or care givers) have the biggest influence on women's choice of career path.
- Myth-busting messaging can be effective in encouraging people to recommend a trade to a woman they know

What we asked

How can we increase the number of women in non-traditional trades? Specifically:

1. What influences people in recommending a non-traditional trade to women they know?
2. Which messages encourage people to recommend a non-traditional trade job to a woman they know?

Next steps for the project

In collaboration with Training Services NSW, we are applying these insights to communication and marketing campaigns, programs and services - all carefully designed to support girls and women in their decision-making about trade careers.

Thank you for participating and sharing your valuable views and ideas.

Detailed insights

1. What influences people to recommend a non-traditional trade to women they know?

Most people would recommend a trade career to a woman they know, and/or would consider it themselves

71% of people said they would recommend a trade career to a woman they know. 1 in 3 would consider working in a trade themselves (both men and women).

Unfair treatment at work is the top barrier to recommending a trades job to women

Unfair treatment was reported more than twice as often as any other barrier to recommending a trades job to women. Other barriers included safety and discrimination, lack of flexibility and lack of interest

Parents (or care givers) have the biggest influence on women’s choice of career path

Parents stood out as the key influence for women’s career decisions, both for those who did and didn’t do trades.

Further ideas and advice

- Address unsafe cultures and discrimination *before* working on increasing the uptake by women.
- Offer additional support to women and girls training in non-traditional roles so that they keep going if/when they experience difficulties.
- Start earlier - address the lack of awareness, information and support during school years.






2. Which myth-busting messages were more likely to encourage people to recommend a trade job to a woman?

Behavioural messages can successfully bust key myths

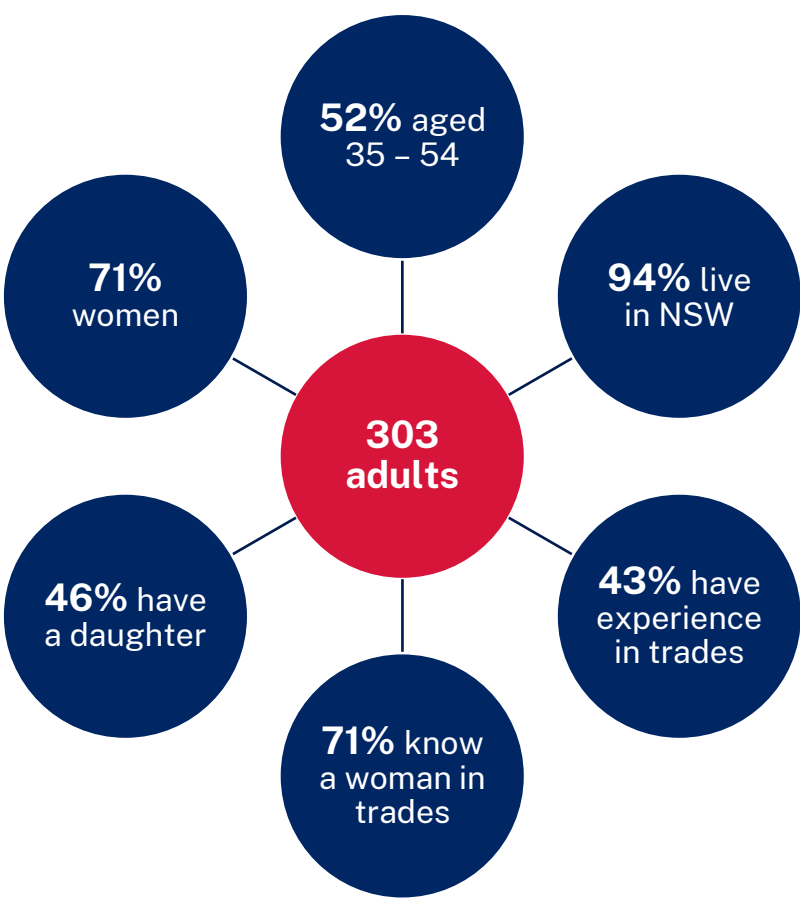
In this survey and in another study, we found all six of our behavioural myth-busting messages were effective in encouraging people to recommend a trade to a woman or girl. There were no big variations between messages, even when we compared results from different groups of people.

Myth	Reality / Myth-busting message
Women won’t find trades a satisfying career	Women who work in trades are 51% more satisfied with their jobs than people in any other industry. Don't miss out on a job that could be perfect for you. If you like task variety and working hands-on, you'll find the right fit in a trade.
There aren’t many opportunities in trades	Women’s Trade skills are in high demand. Over the next two years, there will be 200,000 new trade jobs across different sectors in Australia. From construction to renewable energy, there's a job waiting for you.
Working in trades needs a lot of physical strength, and it’s very dirty	Do you like solving problems and working in a team? Many physically challenging tasks are now done with modern tools and technology. All kinds of women excel in trades, and you could be one of them.
Trades are a low-status career option	Apprenticeships open doors for women. You can earn while you learn, work towards a university degree, and even run your own business. You can go a long way with a trade.
Women aren’t wanted in trades	Employers in NSW are looking to hire women electricians, carpenters, mechanics, and engineers. They value creativity and diversity. Bring your unique perspective to a trade and help shape the industry.
Trades don’t benefit the community like other jobs do	Women in trades jobs help their community by building schools and hospitals. They also work in environmental sustainability and renewable energy. By working in a trade, you can help build the things that matter.

Supplementary information

	Characteristic	Subgroup	Definition
	Gender	Men	Self-identifies as a man
		Women	Self-identifies as a woman
	Age	Younger	18 – 44 years
		Older	45+ years
	Trade experience	Has trade experience	Currently works or has worked as a tradesperson
		No trade experience	Has never worked as a tradesperson
	Knows woman tradesperson	Knows woman tradesperson (T)	Knows at least one woman who currently works or has worked in a trade
		Does not know woman T	Does not know any women who currently work or has worked in a trade
	Income	Lower income	Weekly income before tax between \$0 and \$1200
		Higher income	Weekly income before tax between \$1201 and above

Participant profile



Note: Insights reflect the views of the 303 people who chose to participate, rather than a representative sample of the NSW population.